



41

3622

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

PATENT  
Attorney Docket No.: 018477-000710US

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

On August 19, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: [Signature]

**RECEIVED**  
AUG 30 2004  
**GROUP 3600**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

JONATHAN KEPECS

Application No.: 09/747,776

Filed: December 22, 2000

For: TECHNIQUES FOR OPTIMIZING  
PROMOTION DELIVERY

Customer No.: 20350

Confirmation No. 4405

Examiner: Jeffrey D. Carlson

Technology Center/Art Unit: 3622

AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed May 19, 2004, please enter the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.